

Bass Consultancy Services Case Studies

7 June 2022



Ministry of Communication, Works, Labour & Energy

Client: Ministry of Communication, Works, Labour & Energy (MCWLE) - Montserrat

Contact/Reference: Loni Howe, howel@gov.ms

Project: The development and launch of the Montserrat Remote Worker Program

Project Lead: Vernaire Bass

Duration: December 2020 - March 2021

Project Summary: To develop and implement a robust plan of action, communication strategy and materials for the Montserrat Remote Worker Program.

Our Role

To work with MCWLE to:

- Create a comprehensive Plan of Action along with timelines;
- Develop and implement a marketing and branding strategy;
- Create a communication strategy and material to reach intended audience to include (but not limited to) social media plan and management, Interviews on major TV and radio networks, posters, press release, videos, slogan etc;
- Plan, organise and work with stakeholders group to sensitize and prepare them for the program
- Identify media opportunities to support and supplement marketing strategies;
- Monitor and evaluate the performance of the program; and
- Create a seamless registration process and a website.

Value Delivered To Client

We successfully achieved the following during the three months that we worked on the program:

We built the application website for the program;

- We created all of the branding and marketing materials for the program;
- We developed the marketing and communications strategy for the program.
- We organised and hosted a Town Hall for the Montserrat Tourism Division's Stakeholders;
- We organised and hosted the launch event;
- The social media campaign for the Montserrat Remote Worker Program focused on two main platforms - Instagram and Facebook. The total cumulative social reach (organic and paid posts) for the period 8 February - 7 April 2021 was: Total Reach (saw the posts): 353,856; and Total Engagement (liked, comments, shares): 284,439;
- The Montserrat Remote Worker Program was featured on 200+ international websites including BBC News, The Times, Business Insider, Apple, Fox News, Lonely Planet etc;
- The promotional video that we produced for the program has exceeded 300,000 views;
- By the end of our two month promotional campaign, 3 families (11 persons) had signed up for the program. The Ministry's target for the first year is 10 families; and
- We also initiated conversations with Lion TV, for them to film a documentary for Channel 4 (UK) about the program.

Montserrat Tourism Division

Client: Montserrat Tourism Division

Contact/Reference: Rosetta West-Gerald, rosetta.west@montserrattourism.ms

Project: Social Media Courses

Project Lead: Vernaire Bass

Duration: July - August 2021

Project Summary: To facilitate a program on leveraging the use of social media to support tourism/hospitality businesses.

Our Role

To deliver an in-person training program for 10-15 hours that would include (but not be limited to) the following topics:

- An overview of Social Media and some of the popular platforms;
- Definition of social media marketing;
- Social media strategy;
- How to interact with customers on social media;
- How to sell on social media;
- Examples of best practices on social media;
- Measuring your social media activities; and
- Social media advertising fundamentals.

Value Delivered To Client

The Montserrat Tourism Division's stakeholders were able to benefit from Helper's Social Media For Beginners and Helper's Social Media For Hospitality courses by learning:

- How to use social media to endorse their businesses;
- How to change a business idea into a business model;
- How to develop and implement their social media strategy;
- How to define and target the right audience for their businesses;
- How to choose the right social media platform for their business;
- How to creating profiles on different social media sites;
- How to take great photos and how to write compelling content for their pages; and
- How to create and convert leads.

Create Future Good

Client: Create Future Good

Contact/Reference: Nadella Oya, Founder & Director, nadellaoya@gmail.com/createfuturegood@gmail.com

Project: Social Media Management

Duration: July 2020 - Present (ongoing)

Project Summary: Bass Consultancy Service is in charge of representing a CreateFuture Good across social channels as one of the main voices of the brand.

Our Role

- Design and implement platform-specific marketing strategies that align Create Future Good's business goals (e.g., conversions, lead generation, awareness, etc.)
- Design and implement campaigns of varying scope on social channels (e.g., awareness campaigns, contests, etc.)
- Measure, test and report on social strategies and campaigns using analytics tools
- Create and/or curate all social content, including text, image, and video
- Own and build out social media content publishing calendar
- Plan and oversee all paid social campaigns, including partnerships with influencers
- Conduct social media listening and social media monitoring using appropriate tools

Value Delivered To Client

- Developed the strategy for inbound/outbound lead generation, which has so far increased demand and conversion by 10%.
- Utilised marketing data and consumer insights to develop the user journey and improve the effectiveness of campaigns - increased lead generation by 13%.
- Increased the number of followers on all social platforms by 7% in 4 months.
- Increased post engagements by 40% in 4 months.
- Increased post reach by 35% in 4 months.

Exclusive Service Ltd

Client: Exclusive Service Ltd

Contact/Reference: Eric Mabanza, General Manager, +44 7535 84 34 34, e.mabanza@exclusiveservice.co.uk

Project: Marketing Coordinator

Duration: Jan 2016 – Mar 2019 (part-time)

Project Summary: To provide business consultancy and marketing support to the business.

Our Role

- To research and develop the Exclusive Service brand;
- To identify and acquire customers;
- To assist with tendering for new facility management contracts;
- To market and increase the awareness of Exclusive Service's Facility Management services;
- To build the company's [website](#);
- To manage and maintain the organisation's online presence through effective digital marketing;
- To track their results to better understand, which marketing activities offer the best returns.

Value Delivered To Client

- Rebuilt their website by adding eye-catching banners, updated their service landing pages, FAQs and more.
- Increased visits to website service landing page by 20%.
- Assisted with the successful tender application to take over the Facility Management services for [Liberty London](#) and [Leon](#) restaurants.
- Created a brochure to effectively advertise their services to prospective clients.
- Utilised marketing data and consumer insights to develop the user journey and improve the effectiveness of campaigns - increased lead generation by 30%.
- Reduced the time it took for leads to convert into actual paying clients by 35%.

Dice Recordings Ltd

Client: Dice Recordings Ltd

Contact/Reference: Kevin Akudike, CEO, kevindicerecordings@gmail.com

Project: Marketing Coordinator

Duration: November 2016 - March 2019 (part-time)

Project Summary: To provide artist management and marketing support to the record label.

Our Role

- Provided campaign coordination for the Marketing department and the social media pages for the artists on the label.
- Coordinated marketing activities surrounding artist record releases including:
 - Coordinate the creation of all marketing assets and artists and label merchandise.
 - Website maintenance and management
 - Budget Management
 - Processing marketing department-related invoices
 - Organise artist performances and tours
 - Book travel and accommodation
 - Assist with developing and reviewing artist contracts
 - Analysed artist social media, record sales and streaming data to lend credibility to marketing strategies and also to communicate areas for improvement

Value Delivered To Client

- Successfully managed the social media accounts of 5 artists and increased their audience and reach by 35% on average.
- Increased Big Narstie's [website](#) traffic and merchandise sales by 40%.
- Increased artists' listenership on music platforms like Spotify and Shazam by 60% by developing strategic partnerships with both organisations (performances and tours).
- Increased the territory reach of all of the artists on the label by organising a sold out Dice Recordings UK and Europe Tour.
- Assisted with the negotiations and the overall structure of the [Big Narstie Show](#) on Channel 4 (UK), which is now in its fourth season. By the end of my contract, the show had increased the number of views for the show's time slot by 60%.

Blue Trinity Solicitors

Client: Blue Trinity Solicitors

Contact/Reference: Jonathan Etuk, CEO, jonathanetuk@bluetrinity.co.uk, +44 203 674 6874

Project: Social Media and Website Management

Duration: August 2017 - March 2019 (part-time)

Project Summary: We represented Blue Trinity Solicitors across social channels as the sole voice of the brand.

Our Role

- To increase brand awareness;
- To increase the awareness of Blue Trinity's services;
- To acquire new customers by focusing on the key target market segments that will produce the greatest return;
- To retain their existing clients by maintaining their reputation that is built upon professionalism, trust, accuracy, and timeliness;
- To increase their social media engagement through effective digital marketing;
- To track their results to better understand which marketing activities offer the best return;
- To educate their staff, so that everyone played an active role in marketing the practice.

Value Delivered To Client

- Updated their website by adding eye-catching banners, adding staff information that was also searchable, added an About Us page, service landing pages and a FAQs page.
- Increased visits to website service landing page by 45%.
- Developed the strategy for inbound/outbound lead generation and increased demand and conversion by 30%.
- Utilised marketing data and consumer insights to develop the user journey and improve the effectiveness of campaigns - increased lead generation by 20%.
- Increased the number of followers on all social platforms by 60%.
- Increased post engagements by 65%.
- Increased post reach by 35% in 4 months.
- Reduced the time it took for leads to convert into actual paying clients by 15%.

Kashane Swaby Ltd

Client: Kashane Swaby Ltd

Contact/Reference: Deleisha Swaby, CEO & Creative Director, info@kashaneswaby.com, +44 7986 907 049

Project: Event Coordination and Promotion

Duration: August - October 2017

Project Summary:

Our Role

- To develop the marketing strategy for the event
- To research and find suitable sponsors for the event
- To organise press for the event - both traditional and digital
- To organise the photography and live stream of the event
- To coordinate and manage the guest list for the event
- To coordinate and manage the press list for the event
- To organise the casting and pop up shop prior to the event
- To create the brand's YouTube
- To design all of the promotional materials for the event including the following:
 - The promotional video
 - The intro video
 - The press releases
 - The event flyer and schedule
 - The social banners
 - The good bags

Value Delivered To Client

- The fashion show was completely sold out.
- Press releases were published in magazines and newspapers in the Midlands and reporters and bloggers in London also picked up the story.
- The BBC covered the fashion show and filmed a documentary about our client.
- During the campaign our client was featured on/in the following:
 - [The Voice Newspaper](#)
 - [Made In Birmingham TV](#) (client appears at 16:30 mins)
 - [BBC.com](#) (the video has now had 28.3k views)
 - [BBC Local Radio](#)
- We also organised for the show to be sponsored by the following reputable international brands:
 - [Cantu](#)
 - [Kera Care](#)
 - [Soft n Free](#)
 - [Lotta Body](#)
 - [Cream of Nature](#)
- We reached over 3,000 people through Facebook on the night of the show.
- Our client was also inundated with orders for her collection and within 2 weeks, she was able to sell every original piece from the collection.

About 664Connect Media

WHO

664Connect is a culture, entertainment and destination platform about Montserrat and the Caribbean region.

WHAT

664Connect works with organisations to identify their USP, differentiate their offering, attract the right audience, create content and provide an overarching strategic approach for them to distribute content to their audiences.

WHERE

664Connect is also a media outlet that reaches nearly 200,000 persons in Montserrat, the region and internationally each month. This allows us to not only create content on behalf of our customers, but to also distribute the content to an avid audience of potential customers, and convert the traffic generated into signups for present and future opportunities.

HOW

In today's market distributing content every now and then isn't enough, so 664Connect combines all of its tools to ensure that our clients are able to share content that resonates with their customers, but also promotes their brand and vision.

Current/Past Clients

Online Presence: [Website](#), [Facebook](#), [Instagram](#), WhatsApp

Total Number of Social Followers: 6,425

Age Range: 18-44

Gender: 63.1% women and 36.9% men

Total Monthly Social Reach: 215,500

Total Monthly Post Engagement: 80,000

Total Monthly Video Views: 69,148

Top Locations: Uk (32.1%); Montserrat (28%), USA (26%), Antigua (9.1%) and Anguilla (4.9%)

Total Monthly Website Reach: 10, 346

- The Montserrat Social Security Department
- Ministry of Communication, Works, Labour & Energy
- Ministry of Agriculture, Housing, Land and Environment
- Ministry of Health & Social Services
- Human Resources - Government of Montserrat
- Montserrat Tourism Division
- Montserrat National Trust
- Vue Pointe Hotel
- Isles Bay Beach Bar
- Oasis Spa

THANKS!

Any questions?

You can contact:

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- ▶ 1(664) 392 1664

